



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Alex Gurza

**SUBJECT: AMENDMENTS TO THE CITY
PAY PLAN FOR VARIOUS
CLASSIFICATIONS**

DATE: July 28, 2014

Approved

Date

8/5/14

RECOMMENDATION

Adopt a resolution to:

1. Amend the City of San José Pay Plan effective August 19, 2014, to create the following classifications:
 - a. Principal Property Manager (3962)
 - b. Senior Property Manager I (3961)
2. Amend the City of San José Pay Plan effective August 19, 2014, to retitle the following classifications:
 - a. Senior Property Manager II (3960) (formerly Supervising Property Manager)
 - b. Senior Public Information Representative (6338) (formerly Marketing & Public Outreach Manager)
 - c. Public Information Representative I/II FT/PT (4231/4234/4233/4235) (formerly Marketing & Public Outreach Representative I/II FT/PT)

OUTCOME

If the above recommendations are approved, the City of San José Pay Plan will be amended:

- To create the new classifications of Principal Property Manager (3962) and Senior Property Manager I (3961);
- Retitle the classifications of Senior Property Manager II (3960) (formerly Supervising Property Manager), Senior Public Information Representative (6338) (formerly Marketing & Public Outreach Manager), and Public Information Representative I/II FT/PT (4231/4234/4233/4235) (formerly Marketing & Public Outreach Representative I/II FT/PT).

BACKGROUND

When new job classifications are added or deleted, job titles are changed, or salaries are revised, the City of San José Pay Plan must be amended by Council resolution. The City Pay Plan reflects all job classification and compensation changes made through Council Resolution and is on file in the Human Resources Department and published on the City's Internet and Intranet sites.

ANALYSIS

Airport Property Management Series: New Classifications and Revised Classification Titles

The Human Resources Department has redesigned the Airport Property Management Series in response to needs expressed by the Airport. The salary ranges for the new classes are equivalent to current pay ranges for management positions at a similar level of complexity.

- a. Principal Property Manager (new classification)—with an annual pay range of \$103,875.20 - \$127,150.40. This classification is responsible for planning, organizing, directing and coordinating the Airport Property Section by managing and administering all Airport leases and agreements and acting as the primary lead in airport concessions management and complex tenant negotiations.
- b. Senior Property Manager I/II (formerly Supervising Property Manager)—with annual pay ranges of \$78,270.40 - \$95,347.20 (I); \$86,216.00 - \$105,019.20 (II). This flexibly-staffed class is responsible for day to day administration of the Airport's property management program and providing supervision over property management staff. Movement to the higher level is contingent on meeting requirements for certification and/or additional years of experience.

Public Information Series: Revised Classification Titles

The following classifications are being retitled to reflect changes in the focus of the work:

- a. Senior Public Information Representative (6338) (formerly Marketing & Public Outreach Manager)
- b. Public Information Representative I/II FT/PT (4231/4234/4233/4235) (formerly Marketing & Public Outreach Representative I/II FT/PT)

EVALUATION AND FOLLOW-UP

No additional City Council action is expected following the adoption of the proposed resolution. Revisions to the Pay Plan are reported to the Civil Service Commission at the first regularly scheduled meeting following Council action.

PUBLIC OUTREACH

- ☐ **Criterion 1:** Requires Council action on the use of public funds equal to \$1,000,000 or greater; **(Required: Website Posting)**
- ☐ **Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- ☐ **Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

Although this does not meet any of the above criteria, this memo will be posted on the City's website for the August 19, 2014, Council meeting.

COORDINATION

This memorandum was coordinated with the City Manager's Budget Office, the Office of Employee Relations, the City Attorney's Office, the City Manager's Communications Office and the Airport Department.

COST IMPLICATIONS

There are no cost implications pertaining to this resolution. Creation of new classifications does not create additional positions; new classes are created in order to better describe existing work.

HONORABLE MAYOR AND CITY COUNCIL

Subject: City Pay Plan Amendments

July 28, 2014

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CEQA

Not a project, File No. PP10-068(b), Municipal Code, Title 3.



Alex Gurza

Deputy City Manager

For questions please contact Sarah Nunes, Employment Division Manager at (408) 975-1458.

Attachments:

Principal Property Manager (3962) class specification

Senior Property Manager I/II (3961/3960) class specification

Senior Public Information Representative (6338) class specification

Public Information Representative I/II FT/PT (4231/4234/4233/4235) class specification

City of San José
CLASS SPECIFICATION

TITLE: Property Manager I/II (3958/3959)

DEPARTMENT	ACCOUNTABLE TO	FLSA STATUS
Airport	Senior Property Manager I/II	Non-exempt

CLASS SUMMARY

Under general supervision, responsible for the implementation and coordination of the San Jose International Airport's property management program, including various tasks related to the leasing and rental of the Airport's lands, terminals, buildings, and other properties. Performs related work as required.

DISTINGUISHING CHARACTERISTICS

This is a two-level flexibly staffed professional property management classification responsible for the leasing and rental of Airport concessions, lands and buildings, and the providing of various public services. Property Manager I is the entry level; Property Manager II is the journey level. This class differs from that of Senior Property Manager I/II in that the latter class administers the more complicated leases and agreements and performs the more difficult negotiations and has supervisory responsibility. The Airport Property Management series is unique to the airport environment.

QUALIFICATIONS

(These qualifications are typically required. An equivalent combination of education and experience sufficient to satisfactorily perform the duties of the job may be substituted.)

Minimum Qualifications

Education and Experience

- **Property Manager I:** Bachelor's Degree from an accredited college or university in Airport Administration, Business Administration, Public Administration, or a related field. **Acceptable Substitution:** Experience in property management may be substituted for the education requirement on a year-for-year basis .
- **Property Manager II:** Bachelor's Degree from an accredited college or university in Airport Administration, Business Administration, Public Administration, or a related field and three (3) years of progressively responsible experience in airport property management, mall management, industrial property development, or commercial or industrial property leasing. **Acceptable Substitution:** Additional progressively responsible experience in airport property management, mall management, industrial property development, or commercial or industrial property leasing may be substituted for the education requirement on a year-for-year basis.

Required Licensing (such as driver's license, certifications, etc.)

- Possession of a valid driver's license authorizing operation of a motor vehicle in California.
- As a condition of employment, incumbents may be required to use their personal vehicles in performing the job duties.

City of San José
CLASS SPECIFICATION

TITLE: Property Manager I/II (3958/3959)

Other Qualifications

(Incumbents may be required to have different combinations of the listed qualifications, or more specific job-related qualifications depending on the position.)

Basic Knowledge, Skills, and Abilities

(Needed at entry into the job in order to perform the essential duties.)

- Knowledge of laws and procedures related to the leasing of Airport property, lands, buildings, and terminals.
- Knowledge of retail concession management, retail marketing, and commercial or industrial property leasing.
- Ability to negotiate terms of leases and concession agreements.
- Ability to express oneself, clearly and concisely, both orally and in writing.
- Ability to establish and maintain effective working relationships with the general public, representatives of other agencies, and Airport personnel.
- Ability to prepare clear and concise reports and related correspondence.
- Ability to exercise sound judgment and resourcefulness in negotiations with tenants and prospective tenants.

Desirable Qualifications

(Knowledge, skills and abilities that are more position specific and/or likely to contribute to more successful job performance.)

- Knowledge of accepted fiscal and accounting principles.
- Knowledge of design, construction techniques, materials, and build out of facilities.
- Ability to collect, analyze, compile, and interpret economic, technical, and statistical data relating to Airport property.
- Ability to use computer and data base systems to track projects and terms and conditions.
- Ability to understand and interpret relevant legal material.

DUTY NO.	<u>TYPICAL CLASS ESSENTIAL DUTIES:</u> (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	FRE-QUENCY*
1.	Negotiates the terms and conditions of leases, permits, and other agreements with tenants and lessees of such properties as terminal facilities and service outlets relating to auto rental, buses, taxis, limousines, lands, and buildings.	Continuous
2.	Implements retail merchandising programs for all terminal space at the Airport, including market research activities, product surveys, feasibility studies, and market testing.	Continuous

City of San José
CLASS SPECIFICATION

TITLE: Property Manager I/II (3958/3959)

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	FRE-QUENCY*
3.	Conducts research and analysis to ensure the maximum economic utilization of Airport lands and properties.	Frequent
4.	Develops and maintains a tenant-relations policy to ensure a favorable working relationship between the Airport administration and its tenants and lessees, including a mechanism for the disposition of tenant complaints.	Occasional
5.	Prepares Request for Proposal (RFP) and lease documents; administers RFP and bid procedures in accordance with management policies and applicable law.	Occasional
6.	Participates in directing, planning, and coordinating all tenant alterations and modernization projects relating to Airport property.	Occasional
7.	Inspects periodically all leased and rented Airport property to ensure compliance with the terms and conditions of the agreement.	Frequent
8.	Monitors tenant lease compliance with Airport practices, policies, and lease terms and conditions.	Frequent
9.	Answers inquiries from the general public and interested parties with regard to the leasing and rental of Airport properties; disseminates information as required.	Occasional
10.	Performs other duties of a similar nature or level.	As Required

*Frequency defined as %, (totaling 100%) *or* "Continuous" (daily or approximately 20%+), "Frequent"(weekly or approximately 15%+), "Occasional"(monthly or approximately 10%+), "As Required"(Intermittent or 5% or less)

CLASSIFICATION HISTORY *Created 11/89; Rev 8/97, 8/14; s002*

City of San José
CLASS SPECIFICATION

TITLE: SENIOR PROPERTY MANAGER I/II (3961/3960)

DEPARTMENT	ACCOUNTABLE TO	FLSA STATUS
Airport	Principal Property Manager	Exempt

CLASS SUMMARY

Under general supervision, incumbents are responsible for the day to day administration of the Airport's property management program and providing supervision over property management staff.

DISTINGUISHING CHARACTERISTICS

This is a two level flexibly-staffed class, designed to recognize increasing job expertise as demonstrated by level of certification and knowledge and experience in Airport property management. This classification differs from the lower class of Property Manager I/II in that incumbents in the latter perform general implementation activities and do not supervise. This classification differs from Principal Property Manager in that the latter is responsible for long term, department-wide strategic planning, complexity negotiations, fiscal management, broader knowledge and experience. The Airport Property Management series is unique to the airport environment.

QUALIFICATIONS

(These qualifications are typically required. An equivalent combination of education and experience sufficient to satisfactorily perform the duties of the job may be substituted.)

Minimum Qualifications

Education and Experience

- **Senior Property Manager I:** Bachelor's Degree in airport management, business administration or related field and three (3) years of progressively responsible experience in airport property management. No substitution for education requirement.
- **Senior Property Manager II:** Bachelor's Degree in airport management, business administration or related field and five (5) years of progressively responsible experience in airport property management, including two (2) years of supervisory experience. No substitution for education requirement.

Required Licensing (such as driver's license, certifications, etc.)

- California Driver's License.
- Airports Council International - Concession Management Certification or equivalent required within six (6) months of appointment as Senior Property Manager II.

Other Qualifications

(Incumbents may be required to have different combinations of the listed qualifications, or more specific job-related qualifications depending on the position.)

City of San José
CLASS SPECIFICATION

TITLE: SENIOR PROPERTY MANAGER I/II (3961/3960)

Basic Competencies

(Needed at entry into the job in order to perform the essential duties.)

- Job Expertise - demonstrates knowledge of and experience with applicable professional/technical principles and practices, Citywide and departmental procedures/policies and federal and state rules and regulations.
- Communication Skills - communicates and listens effectively and responds in a timely, effective, positive and respectful manner; written reports and correspondence are accurate, complete, current, well-organized, legible, concise, neat, and in proper grammatical form.
- Customer Service - approaches problem-solving by focusing on customers first; advocates for customer results point of view; demonstrates the ability to anticipate customers' needs and deliver services effectively and efficiently in a timely, accurate, respectful and friendly manner.
- Management - evaluates priorities to ensure the 'true' top priorities are handled satisfactorily; sets clear goals for the employees and the work unit.
- Problem Solving - approaches a situation or problem by defining the problem or issue; determines the significance of problem(s); collects information; uses logic and intuition to arrive at decisions or solutions to problems that achieve the desired outcome.
- Supervision - sets effective long and short-term goals based on a good understanding of management practices; establishes realistic priorities within available resources.

Desirable Qualifications

(Knowledge, skills and abilities; licenses, certificates, education, experience that is more position specific and/or likely to contribute to more successful job performance.)

Desirable Certifications:

National Property Management Association - Certified Professional Property Manager (CPPM) Institute of Real Estate Management - Certificate of Property Management

Knowledge of:

- Airport property management, airline operating agreements, concessions agreements, tenant leases, tenant licenses and permits;
- Real estate development, retail concession development in an airport environment, contract provisions, airport leasing laws and legal procedures, and rate setting methodologies;
- FAA regulations, aviation industry standards, State statutes and City ordinances;
- Leadership and management principles;
- Related program procedures and policies.

Ability to:

- Maintain records control of a variety of property management projects.
- Understand and interpret relevant legal material.
- Set priorities, make management-level decisions, demonstrate sound judgment, and exercise independence in managing programs.
- Collect, analyze, compile and interpret economic, technical and statistical data relating to real property.
- Translate planning objectives into real projects.

City of San José
CLASS SPECIFICATION

TITLE: SENIOR PROPERTY MANAGER I/II (3961/3960)

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	FRE-QUENCY*
1.	Manages the day to day responsibilities of the Airport property management program including customer relationships and contract administration.	Continuous
2.	Under direction of the Principal Property Manager, supervises negotiations and the concession proposal process conducted by property management staff.	Continuous
3.	Supervises the Property Manager I/II staff, including project control, personnel issues, professional development and quality review	Continuous
4.	Establishes and maintains communications with community resource agencies, tenants and other property executives regarding Airport properties; can be a liaison between groups and City administration officials.	Continuous
5.	Stays abreast of industry best practices and changes in regulatory requirements	Continuous
6.	With direction from the Principal Property Manager, coordinates property management activities with other Airport sections, City departments, the City Attorney's office, agencies and tenants.	Continuous
7.	Supervises the preparation of monthly and quarterly property management transaction reports; supervises the maintenance of relevant project files.	As Required
8.	Assists with the planning and implementation of goals, objectives and guidelines to establish effective program operation policies and procedures.	Continuous
9.	Performs other duties of a similar nature or level.	As Required

*Frequency defined as %, (totaling 100%) *or* "Continuous" (daily or approximately 20%+), "Frequent"(weekly or approximately 15%+), "Occasional"(monthly or approximately 10%+), "As Required"(Intermittent or 5% or less)

CLASSIFICATION HISTORY *Created 11/89; Rev & Ret 8/14 (formerly Supervising Property Manager); s001*

City of San José
CLASS SPECIFICATION

TITLE: Public Information Representative I/II (4231/4234)
Public Information Representative I/II (PT) (4233/4235)

DEPARTMENT	ACCOUNTABLE TO	FLSA STATUS
Varies	Varies	Non-Exempt

CLASS SUMMARY

Under direction, develops, implements, and supervises significant or complex public information, community engagement, marketing and promotion, and public education activities in support of City programs, projects, facilities, and departments.

DISTINGUISHING CHARACTERISTICS

The Public Information Representative I is the entry-level class in the four-level Public Information Representative series responsible for carrying out specific tasks within a program, project, or campaign. This class differs from the Public Information Representative II class in that the latter class is the full journey-level where incumbents have general responsibilities for planning, coordinating, and implementing specific projects and regular activities of established campaigns and programs. Incumbents of the Public Information Representative II class may provide training or lead direction to incumbents of the Public Information Representative I class and may be supervised by a Senior Public Information Representative, Public Information Manager, or other senior departmental manager.

QUALIFICATIONS

(These qualifications are typically required. An equivalent combination of education and experience sufficient to satisfactorily perform the duties of the job may be substituted.)

Minimum Qualifications

Public Information Representative I

Education and Experience: Bachelor's degree from an accredited college or university in journalism, communications, advertising, marketing, public relations, public administration, or closely related field. No minimum experience required.

Acceptable Substitutions: Additional years of professional experience in public relations, public information, or other related experience may be substituted for education on a year-for-year basis up to two years.

Public Information Representative II

Education and Experience: Bachelor's degree from an accredited college or university in journalism, communications, advertising, marketing, public relations, public administration, or closely related field and two years of progressively responsible professional public information, marketing, or public relations experience. No substitution for education.

Licensing Requirements

- Valid California Driver's License may be required.

City of San José
CLASS SPECIFICATION

TITLE: Public Information Representative I/II (4231/4234)
Public Information Representative I/II (PT) (4233/4235)

Minimum Knowledge, Skills and Abilities

(Position requirements at entry and depending on area of assignment)

- Knowledge of public information and public relations techniques, and promotional events planning.
- Knowledge of principles of organization and administration.
- Knowledge of methodology and techniques for basic research and evaluation, surveys, and analysis.
- Knowledge of basic principles of graphic design, photography, video, web, multimedia, and presentation production.
- Ability to write and edit effectively for a variety of purposes, formats, and audiences.
- Ability to use personal computers and related applications and technology and learn new applications
- Ability to express oneself clearly and concisely, both orally and in writing.

Basic Competencies

(Needed at entry into the job in order to perform the essential duties)

- **Communication Skills** - communicates and listens effectively and responds in an timely, effective, positive and respectful manner; written reports and correspondence are accurate, complete, and current; well-organized, legible, concise, neat, and in proper grammatical form.
- **Customer Service** - demonstrates ability to anticipate internal and external customers' needs and deliver services effectively and efficiently in a timely, accurate, respectful and friendly manner.
- **Flexibility** - makes effective decisions and achieves desired results in the midst of major changes in responsibilities, work processes, timeframes, performance expectations, organizational culture, or work environment.
- **Political Skills** - demonstrates an understanding and consideration of how actions will affect stakeholders and other areas in the organization.

Desirable Qualifications

(Knowledge, skills and abilities that are more position-specific and/or likely to contribute to more successful job performance may be required at entry for Public Information Representative II level)

Knowledge of:

- Media relations principles and methods.
- Marketing principles and techniques.
- Principles of supervision.
- Organizations and resources relevant to the services provided by the department.
- The City's practices and procedures, including purchasing, financial management, budgeting, and personnel administration.

City of San José
CLASS SPECIFICATION

TITLE: Public Information Representative I/II (4231/4234)
Public Information Representative I/II (PT) (4233/4235)

Ability to:

- Develop, maintain, and use websites, communications technology, and social media platforms.
- Initiate, develop, and maintain productive working relationships with a wide variety of public and private agencies, organizations, and vendors.
- Plan, organize, and coordinate a variety of special events and promotions.
- Effectively organize and carry out multiple tasks simultaneously.
- Relate effectively with people from a wide variety of cultures and backgrounds.
- Translate complex information into understandable terms in order to engage a variety of audiences.

Experience with:

- Advanced graphic, photography, video, multimedia, and presentation production.
- Public outreach, community relations, and public engagement.
- Strategic communications planning.

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: <i>(These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.)</i> Public Information Representative I performs the following duties under direct supervision. Public Information Representative II performs these duties independently. Duties may include, but are not limited to, the following:	FRE-QUENCY*
1.	Develops public information programs and project goals and objectives; implements plans; evaluates communications program results; and assists in the management of related budgets.	Continuous
2.	Researches, writes, edits and produces materials for public information programs.	Occasional
3.	Develops and maintains websites, and prepares content for websites and social media programs.	Occasional
4.	Develops and produces news releases, brochures, photography, and videos; designs and produces materials using desktop publishing techniques or graphic design consultants.	Occasional
5.	Establishes and maintains working relationships with news media, community groups, and public or private organizations regarding the program, project, or department.	As Required
6.	Responds orally and in writing to public and professional inquiries regarding services, projects, facilities, and programs.	As Required
7.	May supervise support staff as assigned.	As Required
8.	Conducts research, including public opinion surveys, market trend analysis, research analyses, and evaluations, or monitor vendors for this purpose, to aid the preparation, implementation, and assessment of public information strategies and tactics.	As Required
9.	Coordinates the recruitment, training, and management of volunteers, interns, docents and others to achieve program goals.	As Required

City of San José
CLASS SPECIFICATION

TITLE: Public Information Representative I/II (4231/4234)
Public Information Representative I/II (PT) (4233/4235)

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: <i>(These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.)</i> Public Information Representative I performs the following duties under direct supervision. Public Information Representative II performs these duties independently. Duties may include, but are not limited to, the following:	FRE-QUENCY*
10.	Participates in the procurement of services and products with consultant agreements and purchase requisitions; checks service and products supplied for accuracy, costs, and schedule compliance; prevents and resolves disputes with vendors.	As Required
11.	Plans and coordinates special events, seminars, trade shows or missions, and promotional events.	As Required
12.	Organizes and conducts special meetings and tours for dignitaries, public groups, officials, news media, and others.	As Required
13.	Plans and conducts fundraising projects to enhance or expand City services and programs or accomplish program goals.	As Required
14.	Represents the City, program or department at meetings and special events; prepares and gives presentations.	As Required
15.	Participates in the planning, preparation, and practice for departmental and Citywide emergency public information activities.	As Required
16.	Performs other duties of a similar nature or level.	As Required

*Frequency defined as %, (totaling 100%) *or* "Continuous" (daily or approximately 20%+), "Frequent"(weekly or approximately 15%+), "Occasional"(monthly or approximately 10%+), "As Required"(Intermittent or 5% or less)

CLASSIFICATION HISTORY Created 1/86; Rev 6/86; Rev & Ret 12/89 (formerly Marketing Specialist); Rev 4/91, 10/93, 5/98, Rev & Ret 8/01(formerly Marketing Representative); Rev & Ret 8/14 (formerly Marketing/Public Outreach Representative; s004

City of San José
CLASS SPECIFICATION

TITLE: Senior Public Information Representative (6338)

DEPARTMENT:	ACCOUNTABLE TO:	FLSA STATUS
Varies	Varies	Exempt

CLASS SUMMARY

Performs, leads others in, and manages the development and implementation of significant or complex public information, community engagement, marketing and promotion, and public education strategies and tactics in support of City programs, projects, facilities, and departments.

DISTINGUISHING CHARACTERISTICS

An employee in this class provides high-level public information and public education services that require in-depth knowledge in the field of public communications. An employee in this class may manage critical public communications programs and projects for the City as a whole, a City department, or a City program of significant importance, sensitivity, or complexity. This is the third level and first management level of the four-level Public Information series. Incumbents may function as a manager, supervisor, or an individual contributor depending on the department or assignment, and may be supervised by a Public Information Manager or senior departmental managers.

QUALIFICATIONS

(These qualifications are typically required. An equivalent combination of education, experience, knowledge, skills and abilities sufficient to satisfactorily perform the duties of the job may be substituted.)

Minimum Qualifications

Education and Experience

Bachelor's degree from an accredited college or university in the fields of journalism, communications, advertising, marketing, public relations, public administration, or closely related fields and four (4) years of increasingly responsible public information, marketing, or public relations experience.

Licensing Requirements

- Valid California Driver's License may be required.

Minimum Knowledge, Skills and Abilities

(Position requirements at entry and depending on area of assignment)

- Knowledge of advanced principles of public relations and communications.
- Knowledge of media relations principles and methods.
- Knowledge of marketing principles, techniques, and advertising.
- Knowledge of principles of budgeting, project management, and organization.
- Knowledge of principles of organization and administration.
- Knowledge of methodology and techniques for basic research, surveys, analysis, and evaluation.
- Knowledge of principles of graphic design, photography, video, web, social media, multimedia, and presentation production.
- Ability to develop and carry out strategic communications plans.
- Ability to effectively supervise and motivate employees.

City of San José
CLASS SPECIFICATION

TITLE: Senior Public Information Representative (6338)

- Ability to write and edit effectively for a variety of purposes, formats, and audiences.
- Ability to speak effectively before a wide range of public and private organizations and settings.
- Ability to use personal computers and related applications, and to learn new applications as required by changing technology and procedures.
- Ability to develop, maintain, manage websites, communications technology, and social media platforms.
- Ability to express oneself clearly and concisely, both orally and in writing.
- Ability to initiate, develop and maintain productive working relationships with a wide variety of public and private agencies, organizations, and vendors.
- Ability to plan and manage special events and promotions.
- Ability to effectively organize and carry out multiple tasks simultaneously.
- Ability to relate effectively with people from a wide variety of cultures and backgrounds.
- Ability to translate complex information into understandable terms in order to engage a variety of audiences.

Desirable Qualifications

(Likely to contribute to more successful job performance; can often be learned on the job. Positions in certain City departments may also expect specific technical knowledge related to the operations of those departments.)

- Experience in successful supervision and project management.
- Experience in strategic communications planning and management.
- Experience in managing graphic, photography, video, multimedia, and presentation production.
- Experience in managing websites, communications technology, and social media platforms.
- Experience in managing public outreach, community relations, and public engagement programs.
- Experience in managing marketing and advertising programs.
- Experience in managing a volunteer program.
- Knowledge of resources relevant to the services provided by the department.
- Knowledge of the City's practices and procedures, including purchasing, financial management and personnel administration.

DUTY NO.	<u>TYPICAL CLASS ESSENTIAL DUTIES:</u> <i>(These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.)</i> Duties may include, but are not limited to, the following:	FRE- QUENCY
1.	Plans and manages public information programs and projects, implements plans, evaluates communications program results, and manages related budgets.	30%
2.	Supervises daily operations of public information professional and support staff, consultants, and contractors by assigning and overseeing work.	15%

City of San José
CLASS SPECIFICATION

TITLE: Senior Public Information Representative (6338)

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: <i>(These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.)</i> Duties may include, but are not limited to, the following:	FRE-QUENCY
3.	Establishes and maintains working relationships with news media, community groups, and public or private organizations regarding the program, project or department.	10%
4.	Develops, produces, and oversees preparation of news releases, brochures, photography, and videos; designs and produces materials using desktop publishing techniques or graphic design consultants.	10%
5.	Develops, maintains, and manages websites and online content for websites and social media platforms.	5%
6.	Responds orally and in writing to public and professional inquiries regarding services, projects, facilities, and programs.	5%
7.	Conducts research, including public opinion surveys, research analyses, and evaluations, or manage vendors for this purpose, to aid the preparation, implementation, and assessment of public information strategies and tactics.	5%
8.	Manages the recruitment, training, and management of volunteers, interns, docents and others to achieve program goals.	5%
9.	Manages the procurement of services and products with consultant agreements and purchase requisitions; checks service and products supplied for accuracy, costs, and schedule compliance; prevents and resolves disputes with vendors.	5%
10.	Represents the City, program or department at meetings and special events; prepares and gives presentations.	5%
11.	Plans and coordinates special events, seminars, trade shows or missions, and promotional events.	5%
12.	Participates in the planning, preparation, and practice in order to implement departmental and Citywide emergency public information activities in an emergency situation.	As Required
13.	Plans and conducts fundraising projects to enhance or expand City services and programs or accomplish program goals.	As Required
14.	Organizes and conducts special meetings and tours for dignitaries, public groups, officials, news media, and others.	As Required
15.	Acts as liaison between the City and federal, state, county and local governments and other governmental agencies.	As Required
16.	Performs other duties of a similar nature or level.	As Required

CLASSIFICATION HISTORY: Created 10/90; Rev 3/91, 10/93, 3/94, 2/98; Rev & Ret. 8/01 (formerly Marketing and Promotion Officer); Rev 10/01; Rev & Ret 8/14 (formerly Marketing/Public Outreach Manager); s006